Revision of Rates of Commercial Slots on Doordarshan

5256. SHRI'BHAGATRAM MANHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the ad commercial rates for different slots on Doordashan have been revised;

(b) if so, what are the current details of ad rates fopprime time and other category slots on Doordarshan/DD-II;

(c) what are the names of accrediated advertising agencies from whom advertisements are accepted with the details of commission given to them during 1999-4000;

(d) whether some more firms have requested for accreditation; and

(e) if so, the names of such firms and rules governing the accreditation of these agencies/firms?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARVN JAITLEY): (a) to (e) The information is being collected and will be laid on the Table of the House.

Proposals for New TV Channel on Kashmir

5257. SHRI BHAGATRAM MANHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have received certain proposals for new TV channel on Kashmir;

(b) if so, the names of serials with their producers/directors and number of episodes applied;

(c) whether Government would give top priority in selection of serials on renowned poets, freedom fighters and intellectuals of the yesteryear and if not, reasons therefor; and

(d) what would be the criteria in selection of these serials?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE

DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) Yes, Sir. Such proposals have been received by Prasar Bharati.

(b) The information is being collected and will be laid on the Table of the House.

(c) Prasar Bharati have intimated that due weightage will be given to such programmes/serials along with programmes on other topics as per the programme requirement of the channel and quality of the programme.

(d) Proposals are initially screened by a Short-listing Committee consisting of Doordarshan officers and outside experts on the basis of programme requirements of Doordarshan. Thereafter, the short listed proposals are placed before the Screening-cum-Costing Committee consisting of Programme officers. Deputy Director General (Finance): Doordarshan and the representatives of Ministry of Home Affairs. The proposals are accepted based upon the following broad criteria:—

(i) Relevance of the story, theme or the subject to the requirements for the channel.

(ii) Treatment of the subject/story line.

(iii) Conformity to the Telecast Code.

(iv) Track record of the Production team.

Vulgar Programmes

5258. SHRI C. RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware of smut and vulgar programmes being beamed at Indian audiencs by foreign TV channels;

(b) whether it is a fact that children are being affected by such TV shows;

(c) whether any discussion has been held with all foreign and Indian TV channels to avoid such programmes; and

(d) if so, the full details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) and (b) The programmes of foreign satellite channesl are uplined from outside the